



**GUIDE DOG**

RM2017-3

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March 13, 2017

POSTAL REGULATORY  
COMMISSION

Postal Regulatory Commission  
Re: Docket Number RM2017-3  
901 New York Avenue NW, Suite 200  
Washington, DC 20268-0001

Dear Commissioners:

I am writing to request that increases in postal rates remain capped to the consumer price index.

For more than 70 years, the Guide Dog Foundation has provided specially trained guide dogs that provide enhanced mobility to people who are blind or visually impaired, enabling them to navigate the world independently and live life on their own terms. It is a world most of us navigate without a second thought.

There is no greater satisfaction than when a person who is blind tells us that she can now travel on her own, without the aid of another person, thanks to her guide dog. The impact these dogs have is immeasurable.

**GUIDE DOG**

As the chief executive officer of the Guide Dog Foundation, I have overseen the growth of our direct mail program for more than 25 years. The funding that comes from direct mail is vital to our operations, and its importance extends beyond the revenue it generates.

As more people with disabilities discover the benefits of guide and service dogs, our waiting lists grow. It is imperative that we increase our donor base to meet the demand for these special animals.

A Guide Dog Foundation mailing serves as an introduction of our programs and the people we serve to prospective donors. Once a connection has been formed with a donation, it allows our development department to nurture the relationship.

In addition to our direct mail programs, we rely on the USPS to communicate regularly with our donors and supporters. Throughout the year, we mail our newsletter, as well as our annual holiday card, and our annual report.



airpost rates, which are the USPS's community regularly.  
throughout the year we read our newsletter, as well as other  
mail report.

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**We strive to be prudent fiduciary stewards of our donors' support. Postage increases greater than the general inflation rate will have a negative impact on organizations that rely on direct mail programs to fund their operations, including the Guide Dog Foundation.**

Thank you for your time and attention.

Yours sincerely,

Wells B. Jones, FASAE, CAE, CFRE  
Chief Executive Officer